

## **Ph.D. in Public Speaking, Minor in Faith-Based Advocacy Training**

### **HBI University**

Course Duration: 3 years

Credit Hours: 105 (including minor)



### **Program Description**

The Ph.D. in Public Speaking at HBIU University is designed to provide students with a deep understanding of rhetoric, speechwriting, persuasive communication, and leadership presentation. This program prepares students for influential careers in public speaking, corporate leadership, motivational speaking, political communication, and media engagement. Students will explore the art of crafting powerful messages, effective delivery techniques, and how public speaking can drive social and political change. They will also delve into the psychology of persuasion and how to connect with diverse audiences in ways that inspire action, influence opinions, and create meaningful impact.

The Minor in Faith-Based Advocacy Training focuses on integrating faith-driven public speaking strategies with advocacy for religious and social causes. This specialization emphasizes ethical persuasion techniques, exploring how faith-based leaders use rhetoric to mobilize communities, inspire change, and advocate for justice. Students will study the role of faith-based communication in social movements, religious advocacy, and humanitarian efforts. Topics will include sermon-based communication, motivational speaking within faith contexts, and how faith leaders use rhetoric to address societal issues. This minor prepares students to communicate effectively in faith-based settings, motivating others to take action in alignment with Christian values and social justice principles.

### **Admissions Requirements**

- Master's degree in a relevant field
- Minimum GPA of 3.0
- GRE scores (if applicable)

- Statement of Purpose (1,000-1,500 words) outlining research interests
- Three letters of recommendation
- Academic writing sample
- Curriculum Vitae (CV) or resume
- Interview with faculty (if required)

### General Education Courses (30 Credit Hours)

| Course Code | Course Name                                     | Credit Hours |
|-------------|-------------------------------------------------|--------------|
| PBSP 701    | Foundations of Public Speaking                  | 3            |
| PBSP 702    | Speechwriting and Rhetorical Techniques         | 3            |
| PBSP 703    | The Art of Persuasion                           | 3            |
| PBSP 704    | Nonverbal Communication and Body Language       | 3            |
| PBSP 705    | Vocal Techniques and Speech Clarity             | 3            |
| PBSP 706    | Communication Ethics and Credibility            | 3            |
| PBSP 707    | Media and Public Relations                      | 3            |
| PBSP 708    | Cross-Cultural Communication in Public Speaking | 3            |
| PBSP 709    | Research Methods in Public Communication        | 3            |
| PBSP 710    | Digital Media and Virtual Public Speaking       | 3            |

### Core Foundational Courses (23 Credit Hours)

| Course Code | Course Name                            | Credit Hours |
|-------------|----------------------------------------|--------------|
| PBSP 801    | Leadership and Public Communication    | 3            |
| PBSP 802    | Crisis Communication and Speechwriting | 3            |
| PBSP 803    | Political and Religious Oratory        | 3            |

|          |                                                   |   |
|----------|---------------------------------------------------|---|
| PBSP 804 | Persuasive Storytelling and Narrative Development | 3 |
| PBSP 805 | The Psychology of Audience Engagement             | 3 |
| PBSP 806 | Faith-Based Speechwriting and Preaching           | 3 |
| PBSP 807 | Social Advocacy and Public Policy Speaking        | 3 |
| PBSP 808 | The Role of Faith in Public Influence             | 3 |
| PBSP 809 | Emotional Intelligence and Public Speaking        | 3 |
| PBSP 810 | Media Training and Broadcasting Techniques        | 3 |
| PBSP 811 | Faith and Persuasion: A Biblical Perspective      | 3 |
| PBSP 812 | Coaching and Training Public Speakers             | 3 |
| PBSP 813 | Motivational Speaking and Faith-Based Empowerment | 3 |
| PBSP 814 | Nonprofit Communication Strategies                | 3 |
| PBSP 815 | Effective Speaking for Social Change              | 3 |

#### Minor in Faith-Based Advocacy Training (15 Credit Hours)

| Course Code | Course Name                                         | Credit Hours |
|-------------|-----------------------------------------------------|--------------|
| FBAT 901    | Advocacy and Public Influence in Faith Communities  | 3            |
| FBAT 902    | Ethics in Religious Public Address                  | 3            |
| FBAT 903    | Faith-Based Social Justice and Public Communication | 3            |
| FBAT 904    | Biblical and Theological Rhetoric                   | 3            |
| FBAT 905    | Media Strategies for Faith-Based Organizations      | 3            |

### Dissertation Research & Defense (15 Credit Hours)

Students must complete a doctoral dissertation related to Public Speaking and Faith-Based Advocacy. This includes:

- Developing a research proposal focusing on speech communication, religious rhetoric, or persuasive public speaking.
- Conducting original research in public discourse, advocacy strategies, or faith-based messaging.
- Writing a dissertation integrating rhetorical analysis with faith-based advocacy principles.
- Successfully defending the dissertation before a faculty committee.

### Program Outcomes

Graduates of this program will:

- Gain expertise in persuasive communication, rhetoric, and leadership speaking.
- Integrate faith-based principles into public discourse, media relations, and community advocacy.
- Apply advanced speechwriting and storytelling techniques to influence diverse audiences.
- Conduct original research on effective faith-based advocacy and public communication.
- Develop strategic messaging for religious and nonprofit organizations.

### Career Outcomes and Potential Pay Scale

| Career Path                          | Average Salary (Annual) |
|--------------------------------------|-------------------------|
| Neuroscientist                       | \$90,000 - \$160,000    |
| Cognitive Rehabilitation Specialist  | \$85,000 - \$140,000    |
| Faith-Based Mental Health Researcher | \$75,000 - \$130,000    |
| Neuropsychologist                    | \$95,000 - \$170,000    |
| Academic Neuroscience Professor      | \$85,000 - \$160,000    |